Patent Application for: METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A WEBPAGE Inventors: Charles McElfresh, et al Attorney Docket No. 9623/418

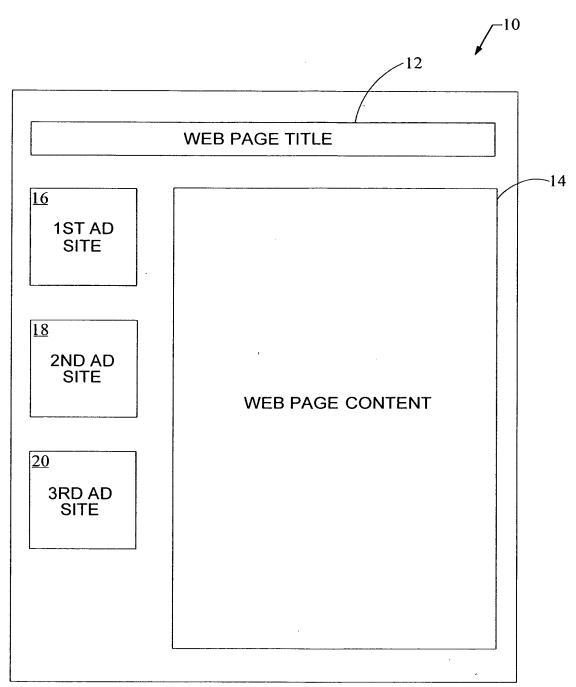
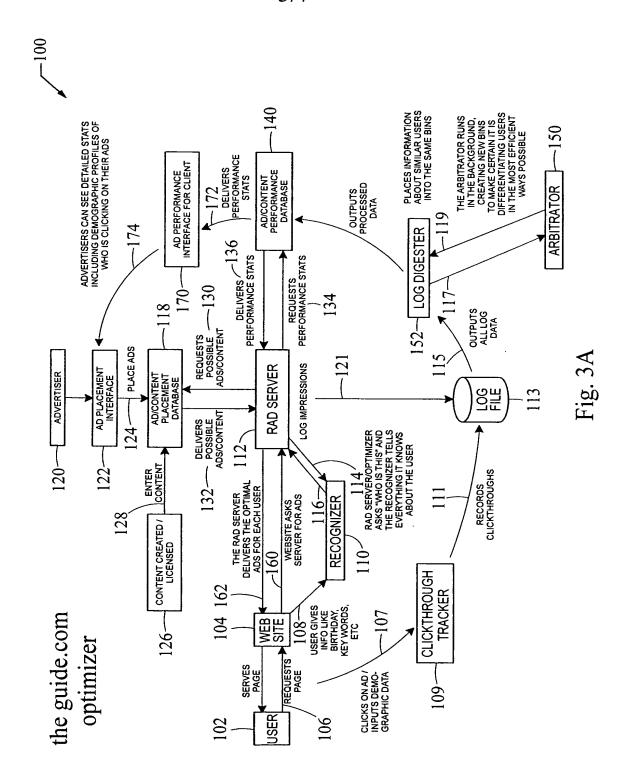


Fig. 1 (Prior Art)

2/7 WEB PAGE TITLE OR BANNER HAVING HIGHEST CLICK-THROUGH PERCENTAGE (CTP) OR CLICK-THROUGH PERCENTAGE X PRICE-PER-CLICK (CTP x PPC) 46 -42 AD OR TOPIC TILE WITH NEXT HIGHEST CTP OR (CTP × PPC) 48 AD OR TOPIC TILE WITH NEXT HIGHEST CTP OR (CTP × PPC) WEB PAGE CONTENT 50 AD OR TOPIC TILE WITH NEXT HIGHEST CTP OR (CTP × PPC)

Fig. 2



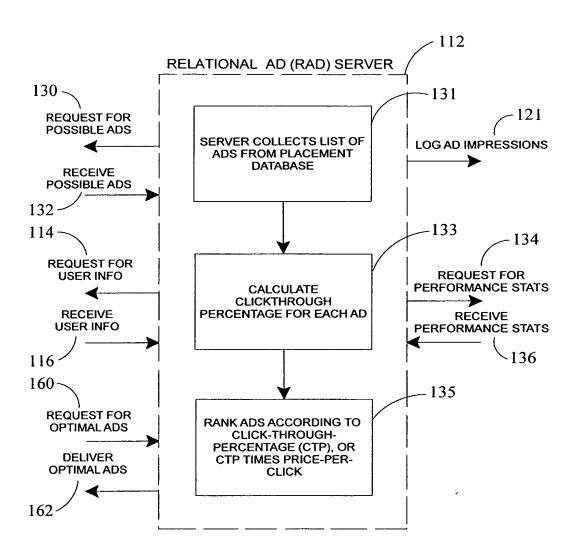
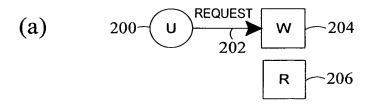
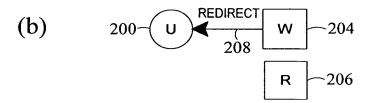
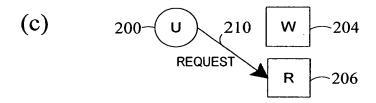
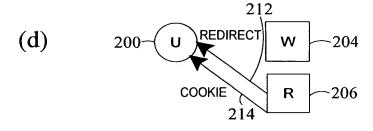


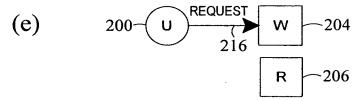
Fig. 3B











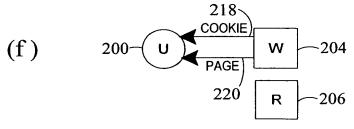
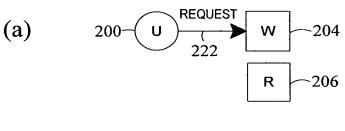
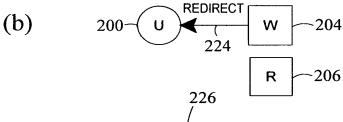
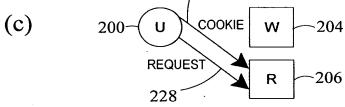
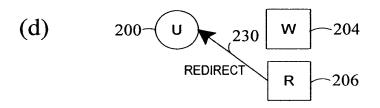


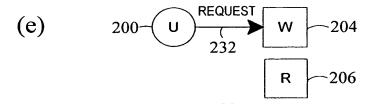
Fig. 4











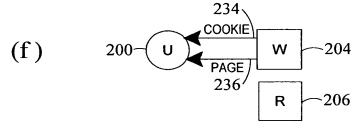
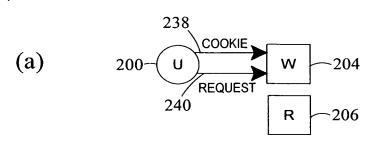


Fig. 5



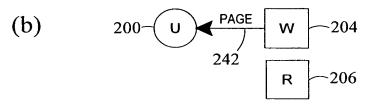


Fig. 6